



Melbourne Football Club Ltd

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ESTABLISHED 1858

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September 3, 1996

Dear Fellow Member

I write to you, personally, about a VISION.

In doing so, I must say how frustrating it is that I cannot sit down and speak to each of you individually face-to-face. But given that there are 14,000 of us at the MFC, that's impossible.

The VISION is one where against the rest of the nation, a Melbourne Football Club union with Hawthorn, emerges as a dynamic combination.

No matter how the AFL shapes up under the pressures of competing nationally, I see the Melbourne Hawks being ready to take on all-comers. We will in the truest sense be FIRED UP!

The new entity will have Glenferrie Oval, at NO COST to the MFC, as its ground - exclusively. No begging the cricket people about training times. The ground will be OURS!

And with it will come tremendous player facilities including a spa and gymnasium, recently refurbished administration offices, ample car-parking PLUS a social club and gaming venue. The club will be the envy of the entire AFL.

Our proposals follow a strategic plan prepared in conjunction with Mindshop Training (Australia) Pty Ltd. From our joint study groups we decided to examine a number of options relating to facilities. We ran the ruler over Prahran Football ground, Elsternwick Park, Yarra Valley Country Club, Caulfield Racecourse, amongst others, as possible sites for the MFC.

At one stage we looked at developing the Junction Oval as our own. But we couldn't reach agreement on cricket use and we were going to have to finance office and social needs at a cost of at least \$1 million with ground occupancy probably limited to six months each year. Forget it! Thus we find ourselves today with the rare chance to take another historic step towards carrying our team into the 21st Century with some real momentum.

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It might appear monumental but together we can handle it because we've handled it before. We've been the Invincible Whites, the Melbourne Fuchsias, the Melbourne Redlegs, the Melbourne Demons. Until 1980 we were the Melbourne Cricket Club (Football Section) and the Premiership Cups up to that time remain the property of the Melbourne Cricket Club. It's only for the past 16 years that whatever we've won has belonged to the MFC.

So here we go. We're looking at...

- a \$6 million incentive for our great club
- a club that is offering a maintainable annual profit in excess of \$3 million
- our OWN first class training, administration and social club facilities (potentially four gaming outlets)
- superior packages and access to sponsors
- a club and clubrooms, as members, we can all feel proud.

Put these things alongside.....

- the right to choose the best 44 players from both club lists
- the right to trade into the November 1996 National Draft
- salary cap concessions - \$300,000 in 1997, \$200,000 in 1998 and \$100,000 in 1999 which will allow us to keep and recruit quality players
- a guarantee of 10 MCG home games in the first three years with a long-term guarantee of 9 or 10 home games alternating annually.

And all this simply for changing the name "Demons".

I was delighted last week to welcome Mr Gutnick to Melbourne. I wish he'd arrived years ago! I've sat down with him and was gratified when he said he would be prepared to support the Melbourne Hawks. I am also pleased that he understands that money is but one part, albeit an important part, of what we are aiming to achieve.

So, we bring to YOU and all members, a fantastic package that we believe can offer an operating budget of \$15 million or more in Year 2001 - AND THE GREATEST TEAM IN THE HISTORY OF AUSSIE RULES.

I, and my fellow Directors would be letting YOU down by not moving to make the pace instead of chasing it. I've been 42 years at Melbourne, experienced all the glory, albeit such a long time ago now, so I am determined to give the current and future players an opportunity to experience the success of the **golden years of the 50's and 60's**.

I invite you, personally, to join me on a new and historic journey. I hope after reading what I have said you will see the real benefits of voting for the MELBOURNE-HAWKS, either personally, or by mailing your proxy in favour of the MFC.

Kind regards,



I J Ridley
PRESIDENT